

Message Text

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FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 4066

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 3220

FROM COMMERCIAL COUNSELOR

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: PROMOTION EVENT SCHEDULES FY 1977, 1978; FY 1977 CCP

REF.: STATE 201643

1. EMBASSY RECOMMENDS AGAINST SCHEDULING FIRST TRADE CENTER
SHOW IN JULY AND BELIEVES BEST DATE WOULD BE WEEK JUNE 6-10.

2. DURING JULY, BUSINESS ACTIVITY IN SAO PAULO SLOWS DOWN
CONSIDERABLY AND BRAZILIAN SCHOOLS CLOSE AS FAMILIES LEAVE
FOR WINTER HOLIDAYS. MANY AMERICAN AND OTHER FOREIGN
EXECUTIVES DEPART FOR HOMELEAVE SOON AFTER AMERICAN SCHOOLS
CLOSE IN MID-JUNE AND USUALLY DO NOT RETURN UNTIL MID-AUGUST.

3. MOST OF THE LEADING AGENTS FOR PROCESS CONTROL INSTRUMENTATION
CONSULATED CONSIDERED JULY POOR MONTH FOR SHOW AND PREFERRED JUNE
OR SEPTEMBER. LEADING EXECUTIVES IN SAO PAULO UNANIMOUSLY
AGREED OPENING TC IN JULY WOULD BE BAD SCHEDULING AND THOUGHT
EARLY JUNE WOULD BE MUCH BETTER TIMING.

4. ALCANTARA MACHADO HAS TENTATIVELY SCHEDULED TWO SHOWS
WHICH FALL PARTLY IN JULY; ALALC, JUNE 24-JULY 3,
FEATURING PRODUCTS FROM LAFTA; AND FETAG, JULY 29-AUGUST 7,
AN AGRICULTURAL AND FOOD SHOW. NEITHER SHOW IS SCHEDULED
ENTIRELY IN JULY, AND BOTH ARE GENERAL ADMISSION TYPE OF
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EXHIBITIONS WITH MANY CONSUMER-ORIENTED EXHIBITS AND RELATIVELY

UNSOPHISTICATED INDUSTRIAL EQUIPMENT FOR THE SMALL AND MEDIUM-SIZED INDUSTRIAL FIRM. SUCCESS OF THESE FAIRS IS NOT DEPENDENT ON PRESENCE OF KEY DECISION MAKERS FROM THE LARGER BRAZILIAN AND FOREIGN FIRMS. IT IS UNIVERSALLY UNDERSTOOD THAT JULY IS A POOR MONTH FOR EXHIBITIONS JUST AS AUGUST IS IN EUROPE.

5. SCHEDULING OPENING IN JUNE WOULD ALSO GIVE TC AND CONSULATE STAFF SUFFICIENT TIME TO EVALUATE EXPERIENCE OF FIRST SHOW AND TO PREPARE FOR BUSY SEPTEMBER-DECEMBER PERIOD. SCHEDULING OPENING IN AUGUST IS ALSO UNDESIRABLE BECAUSE BLUE RIBBON CALLS AND OTHER PROMOTIONAL ACTIVITIES WOULD BE VERY DIFFICULT TO CARRY OUT DURING THE JULY HIATUS.

6. JUNE HAS NO HOLIDAYS AND THERE ARE NO INTERNATIONAL EVENTS SCHEDULED THAT TC SHOW WOULD CONFLICT WITH. NEUROSURGEON CONGRESS WITH PERHAPS SMALL EXHIBITION WILL BE HELD JUNE 19-25 AT PALACE OF CONGRESS ANHEMBI PARK. ALCANTARA MACHADO HAS TENTATIVELY SCHEDULED FENIT, THE NATIONAL TEXTILE FAIR, FOR FIRST HALF OF JUNE. HOWEVER, NO POSSIBLE CONFLICT IS PERCEIVED. FENIT IS STRICTLY EXPOSITION OF DOMESTICALLY MANUFACTURED MATERIALS AND READY MADE CLOTHING.

7. SEPTTEL CONSOLIDATES REPLIES RAISED STATE 201643.
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